

334M

160A



Star
LUCIE ARNAZ
and
DESI ARNAZ
starring in
"I LOVE LUCY"
CBS-TV

**"Wanna
bet,
mister?"**

WANNA BET that if you put up a display of PHILIP MORRIS King Size and Regular you'll sell lots more cartons of cigarettes!

What's more, I'll help you win that bet! Ricky and I have been working like mad to help sell PHILIP MORRIS for you on our show.

"I Love Lucy." And "Pentagon U.S.A.", the new TV thriller, and "Bonino" the new TV comedy hit starring Elio Pina, are doing a great job, too. Don't forget "Playhouse on Broadway" on radio every week. Terrific newspaper ads and color pages in *Life*, *Look*, *Saturday Evening Post* and *Collier's*. Great point-of-purchase material, too!

So—here's a sure bet! Stock and feature PHILIP MORRIS King Size and Regular, and I'm betting you'll sell more cartons of cigarettes than ever. Remember, out of stock—means money out of your pocket!

Love 'n kisses, *Lucy*



KING-SIZE or REGULAR

**CALL
FOR
PHILIP MORRIS**



Ad No. 251-A (4 1/2 x 7 1/2)
Pleaseing Answer—October

P. O. 7711
9251-1-P-DTS-8-26

